



DIRECT

ASH-TUB.

For the health of a man has to wear clean clothes. Put your contribution to the weekly wash. There is no need to claim for pure soap.

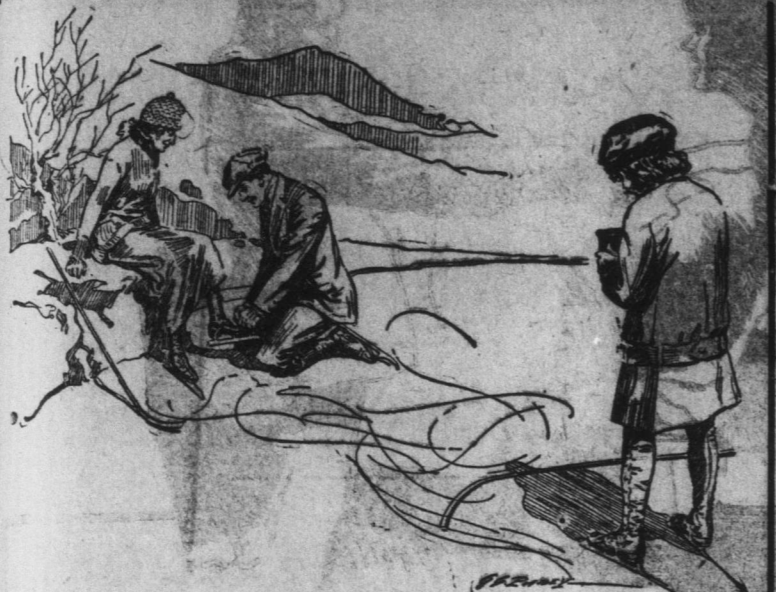
SOAP

Highest standard of Soap longer than cheap soap materials used in its manufacture, than when washed.

Must mean that SUNLIGHT is the most economical of soaps.

Purity and Excellence.

MADE IN ENGLAND.



A "Kodak" for that Gift!

There's nothing gives more all-the-year-round pleasure. The Camera's just IT when talking Gifts—the Kodak's just IT when talking Cameras. We have Gift Cameras of all grades—of one maker—the Eastman Kodak Co.—All necessities for Camera users—Only a day or two left before Christmas—Pay us your visit to-day.

Tooton's, The Kodak Store.
Everything Photographic.

DULEY'S
For Christmas Gifts.

Jewellery
The Perfect Christmas Gift.

Our selection of Pendants and La Valliers is a magnificent assemblage of beautiful designs, carefully chosen for their exclusiveness and quality. Wouldn't one of them be just right for that "particular" gift?

Priced from \$7.50 to \$100.00.

Need more to be said than "It came from Duley's"?

T. J. DULEY & CO.,

The Reliable Jewellers and Opticians.

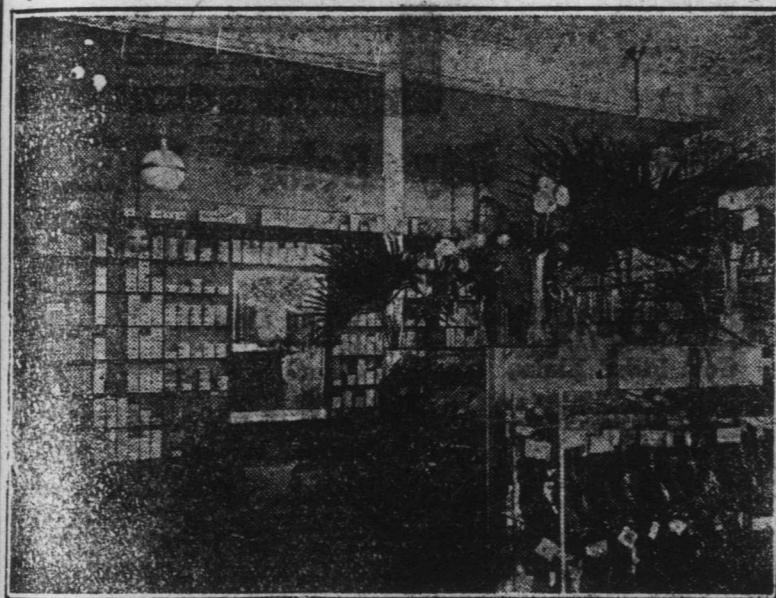
Templeton's
Xmas Gift Suggestions.

STATIONERY. In neat holiday boxes, 40c., 75c., \$1.25, \$1.60, \$6.75 per box. Welcomed by all persons at all times.	FURS. Greatly reduced to clear. 1 Black Pony Coat, \$200.00, now \$156.00 \$90.00 Sets \$76.00 \$50.00 Sets \$35.00 \$30.00 Sets \$22.00 Odd Pieces, \$3.00, \$5.00, \$8.00 and \$14.00.	Purses & Bill Books, 25c. to \$3.00. Ladies' Fashionable Hand Bags, 50c. to \$9.00.
---	---	--

Toilet Requisites.

Liquid Shampoo 80c. Witch Hazel 80c. Almond Cream 80c. Cuticle Remover 80c. Complexion Cream 80c. Vanity Boxes 80c. Toilet Talcum 80c.	CHOICE PERFUMES, \$1.25. TOILET WATER, \$1.25. SMELLING SALTS, 80c. DRESSING TABLE SETS, \$1.85 and \$3.85.	Tooth Powder 40c. Emery Nail Boards 40c. Nail Stones 40c. Vanishing Cream 40c. Nail Polisher 40c. Sachet Packets 40c. Lip Pomade 40c.
--	--	---

"Evangeline,"
The Perfect Shoe for Women.



THIS IS THE HOME OF GOOD SHOES FOR LADIES
It is with a feeling of pride and pleasure that we announce the arrival of our Women's Footwear for the Fall and Winter Seasons.

Evangeline Shoes are far superior to the ordinary sort of Shoes, that can be had at every store, where Women's Shoes are sold.

They come to us direct from the workshops of one of the world's noted makers of Women's Shoes.

There's many a new style feature in the Fall models, and we will take the greatest pleasure in showing our lady patrons the handsome Footwear that will be in vogue during the coming season.

F. SMALLWOOD,
The Home of Good Shoes, 218 & 220 Water St.

Buy Libby's
Tomato Soup.

Sold in Number 1 Cans.

Just add hot water to bring to right consistency. Cost less than any other brand.

NEWS FROM
Headquarters!

GROCCERS.

Arrived to-day, just in time for Xmas trade, a shipment

BEST CANADIAN CREAMERY.

The every popular Staple & Strong's PICKLES and CHOW, unobtainable during war time, are here again.

New shipment

GREEN GRAPES, VALENCIA ONIONS, APPLES, P. E. I. PARSNIPS, CARROTS and POTATOES.

Place your order at Headquarters.

PHONE 264.

George Neal.

DON'T WORRY.

Just find out if he has an Eversharp Pencil or a Fountain Pen.

And for HER.

We have just the kind of paper she loves to write on, and in her favorite color.

ROYAL STATIONERY CO.

C. F. MECHAN. W. F. MECHAN.

180-182 WATER STREET.

RYLAND BROTHERS, LTD.
WARRINGTON, ENLAND.

WIRE ROPES

OF ALL KINDS.

WILLIAM HEAP & CO., Ltd.,

Renouf Bldg., St. John's,
SOLE AGENTS.

and Friends
Greetings.
Ltd.

BISCUITS.

For Christmas.

varieties:—

- Cream Crackers,
- Bramble Creams,
- Rose Creams,
- Milk,
- Petit Benne,

Kidneyes.

assorted, in fancy tins; and
really delicious.

show you these.

For

BISCUITS

Home in the Empire.

Advertise in "The Telegram."

Advertise in The "Evening Telegram."